

Order / Rev: 53336
 Alt Order #: 9808753 /Brad
 Flight Dates: 09/04/12 - 09/10/12

Advertiser: Smith/R/Senate
 Product Desc: Tom Smith
 Estimate: 233

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 5	WHP	09/07/12	09/10/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	M--F--	:30	1	\$55.00	P-4	2.00 NM	1	\$55.00
N 6	WHP	09/04/12	09/06/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	-TWT---	:30	3	\$175.00	P-2	2.00 NM	3	\$525.00
N 7	WHP	09/07/12	09/10/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	M--F--	:30	2	\$55.00	P-4	2.00 NM	2	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 09/04/12		09/04/12	09/10/12	M--F--	2		\$55.00		2.00					
N 8	WHP	09/04/12	09/06/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	-TWT---	:30	3	\$200.00	P-2	1.90 NM	3	\$600.00
N 9	WHP	09/07/12	09/10/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	M--F--	:30	2	\$65.00	P-4	1.90 NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 09/04/12		09/04/12	09/10/12	M--F--	2		\$65.00		1.90					
N 10	WHP	09/04/12	09/06/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	-TWT---	:30	3	\$550.00	P-2	5.30 NM	3	\$1,650.00
N 11	WHP	09/07/12	09/10/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M--F--	:30	2	\$200.00	P-4	1.90 NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 09/04/12		09/04/12	09/10/12	M--F--	2		\$200.00		1.90					
N 12	WHP	09/04/12	09/10/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$500.00	P-4	6.70 NM	1	\$500.00
N 13	WHP	09/04/12	09/06/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	-TWT---	:30	3	\$675.00	P-2	6.90 NM	3	\$2,025.00
N 14	WHP	09/07/12	09/10/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M--F--	:30	2	\$225.00	P-4	6.90 NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 09/04/12		09/04/12	09/10/12	M--F--	2		\$225.00		6.90					
N 15	WHP	09/04/12	09/10/12	Tue Reg 1 Tue 8p-9p	CM	8p-9p	-T-----	:30	1	\$1,750.00	P-2	15.30 NM	1	\$1,750.00
N 16	WHP	09/04/12	09/10/12	Fri Reg 2 Fri 9p-10p	CM	9p-10p	----F--	:30	1	\$600.00	P-2	6.40 NM	1	\$600.00
N 17	WHP	09/04/12	09/10/12	Thu Reg 3 Thu 10p-11p	CM	10p-11p	---T---	:30	1	\$1,000.00	P-2	9.30 NM	1	\$1,000.00
N 18	WHP	09/04/12	09/06/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	-TWT---	:30	3	\$200.00	P-2	2.50 NM	3	\$600.00
N 19	WHP	09/07/12	09/10/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	M--F--	:30	2	\$60.00	P-4	2.50 NM	2	\$120.00
N 20	WHP	09/04/12	09/10/12	Sa-Su 11p-1130p News CBS 21 News Weekend	CM	11p-1130p	-----SS	:30	2	\$80.00	P-2	1.90 NM	2	\$160.00
N 21	WHP	09/04/12	09/10/12	Letterman Letterman	CM	1135p-1235a	MTWTF--	:30	5	\$100.00	P-3	1.40 NM	5	\$500.00
N 22	WHP	09/08/12	09/08/12	Sa 6p-630p News CBS 21 News at 6p	CM	6p-630p	-----S-	:30	2	\$40.00	P-4	2.30 NM	2	\$80.00
												Totals	48	\$12,580.00